



Kevin Fowler, TCEQ, and TPWD Team Up to Take Care of Texas

The TCEQ and the Texas Parks and Wildlife Department have teamed up with country recording artist Kevin Fowler to produce a new public-service announcement (PSA) promoting the great Texas outdoors, the state park

system, and the TCEQ's updated Take Care of Texas website.

The public-service announcement was filmed at Guadalupe River State Park and features an original jingle written and performed by Kevin Fowler, who

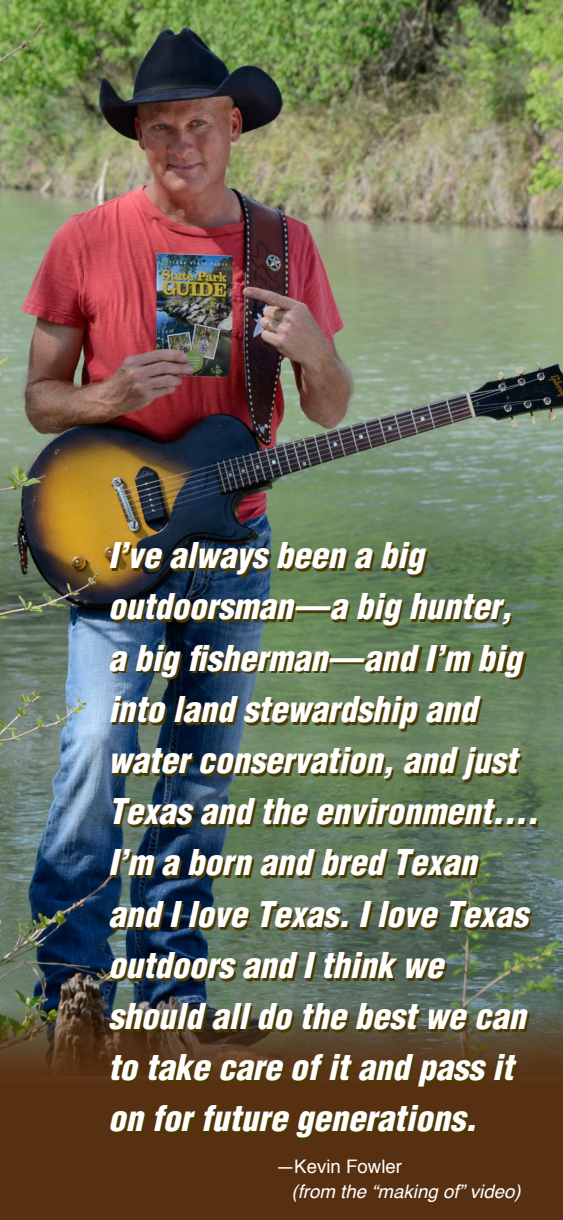
graciously donated his time as well as his songwriting and performing talents for the campaign.

The campaign urges everyone to get outdoors and enjoy Texas' clean air, rivers, lakes, and bays and visit Texas' great state parks. It also asks those who hear or see the PSA to visit TakeCareOfTexas.org and pledge to conserve water and energy and keep the air clean. As a thank-you, they can receive a free Texas State Park Guide in the mail.

The TV PSA was shown in May at the TCEQ's Trade Fair luncheon and at the Texas Environmental Excellence Awards banquet, where it was a big hit with the audience.

Carter Smith, executive director of the Texas Parks and Wildlife Department, said, "Nobody takes care of Texas like Texans. We love our home grounds." Noting that it is the 50th anniversary of Texas Parks and Wildlife, he said, "It couldn't be a more fitting time for us to partner with our friends





I've always been a big outdoorsman—a big hunter, a big fisherman—and I'm big into land stewardship and water conservation, and just Texas and the environment.... I'm a born and bred Texan and I love Texas. I love Texas outdoors and I think we should all do the best we can to take care of it and pass it on for future generations.

—Kevin Fowler
(from the "making of" video)

and colleagues at the TCEQ to launch this public-service campaign. It's about what each and every one of us as Texans can do to protect our air, our lands, our waters, our fish, and our wildlife and parks."

As he introduced Kevin Fowler at the banquet, Zak Covar, executive director of the TCEQ, said, "We certainly couldn't have pulled this off without somebody offering their generous time and effort. Somebody as passionate as we are about the outdoors and state parks and protecting air and water and the safe management of waste, so that we and our future generations can enjoy Texas."

"I gotta thank Carter Smith of Parks and Wildlife and Zak Covar for entrusting me to write the jingle for the new campaign," said Fowler. Thanking all those who helped make the project a reality, he said, "I got the easy part. They did all the work; I just showed up and sang a little jingle. I hope this campaign is huge, because we all want to take care of Texas, right?"

TCEQ Chairman Bryan W. Shaw, Ph.D., said, "I'm confident this message will resonate with folks across Texas. As Kevin mentioned in the video, there's really no place like Texas. We have been blessed with an abundance of natural

TCOT Website Better Than Ever

As part of the new campaign, the Take Care of Texas website has been updated and improved. New features include Texas-sized success stories, an air-quality page, the new online pledge, updated videos, and more!

Please link to the new site from your website as an additional resource to teach your co-workers, neighbors, students, and friends about water and energy conservation, keeping the air clean, and getting outdoors in this great state. 🌵



resources and in many ways we are the envy of other states."

In addition to the PSA, the TCEQ produced a "making of" video about shooting the PSA. Visit our YouTube page youtube.com/user/TCEQNews or TakeCareOfTexas.org to view both videos.

The campaign was rolled out June 3 on television and radio across the Lone Star State. 🌵

View videos mentioned in this story on our YouTube page: youtube.com/user/TCEQNews



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